

Walgreens

Intracompany correspondence

Date January 3, 1992
Subject Best Value Brand Cigarette Sales And Profit Opportunity
From Dale Solner
To All Store Managers
cc: All District Managers
All Regional V. P.'S
Mr. R. Atlas & Mr. J. Karlin

BEST VALUE brand is the LOWEST COST cigarette brand available and offers Walgreens a chance to create price impression on cigarettes.

NOW an additional 50¢/ctn is available to all stores who meet minimal requirements and will be credited to qualifying stores quarterly on each stores purchase ledger.

REQUIREMENTS:

- 1) BEST VALUE 11" X 14" Sign (reorder number from the sign shop is E970) and 36" Shelf Strip Sign (reorder number from the sign ship is E971) must be displayed over Best Value brands in the carton cigarette department. Signs will be mailed to all stores from the sign shop in the January 15th (sign package #2). (SEE PICTURE)
- 2) BEST VALUE must be displayed in a prominent display position (TOP SHELF) in the carton cigarette department. This Brand is positioned on the top shelf left side in all basic departments. (SEE PICTURE)

COST ADVANTAGE:

Listed below are manufacturers cost to the cigarette wholesalers before State and Local excise taxes are added and before the wholesalers up charge:

NATIONAL BRANDS	VALUE BRANDS	EXTRA VALUE BRANDS	BEST VALUE BRANDS
Marlboro, Winston, etc.	(Generics) Doral, Cambridge, etc.	(Sub Generics) Pyramid, Montclair, etc.	(Sub-Sub Generics)
EX 100's	EX 100's	EX 100's	EX 100's
<u>\$12.20</u> <u>\$12.50</u>	<u>\$10.62</u> <u>\$10.87</u>	<u>\$ 8.02</u> <u>\$ 8.22</u>	<u>5.32</u> <u>5.52</u>

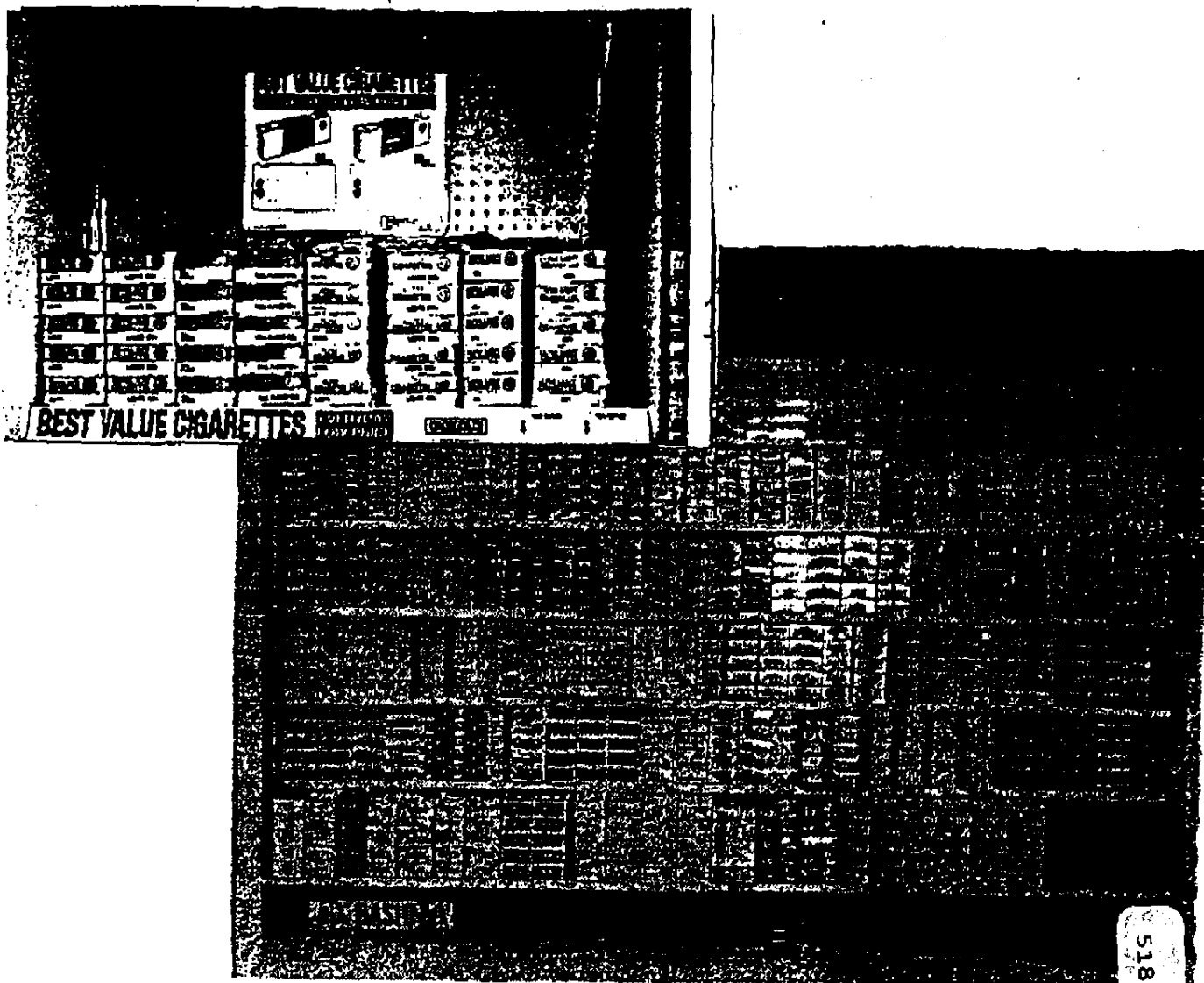
Review your wholesaler invoice or call them to get the actual cost for your location.

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R.J. Reynolds representatives will monitor on a regular basis each store to determine which stores qualify.

TAKE ADVANTAGE!!



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